

**REMARKS**

Claims 1-22 are currently pending in the application.

All claims stand rejected under 35 U.S.C. § 101 as allegedly directed to non-statutory subject matter. Claims 1-13 and 15-22 stand rejected under 35 U.S.C. § 103 as obvious over U.S. Patent No. 6,897,786, to Kalt et al. (Kalt), in view of the New York Times article written by Matthew Purdy (Turnpike). Claim 14 stands rejected under 35 U.S.C. § 103 as obvious over Kalt in view of Turnpike, and further in view of U.S. Patent No. 6,267,529, to Mudryk et al. (Mudryk).

Reconsideration of the rejection of claims 1-22 is requested.

Applicant's undersigned attorney wishes to thank Examiner Brown for the courtesies extended him during the in-person July 28, 2009 interview.

During the interview, the rejection of all claims under 35 U.S.C. § 101 was discussed. It was pointed out to the Examiner that each of the claims, while method in format, requires structural components. For example, claim 1 sets forth four different steps, with three of the steps directed to structural formation. The Examiner indicated that he would confer with his supervisor regarding this issue.

During the interview, primarily Kalt and Turnpike were discussed. The Examiner suggested that the claims be amended to clarify the distinction between the different types of information that are placed upon the support. As amended, two different types of information are clearly distinguished. The first type of information is that conventionally placed by the federal or local authority that maintains and/or regulates the public right-of-way. For example, this type of information may be the

identification of an exit, identification of a highway number, a distance designation, etc. This type of information is described in greater detail on page 9 of Applicant's specification.

The second type of information is advertising information that is placed for an entity that is not the federal or local authority that maintains and/or regulates the public right-of-way.

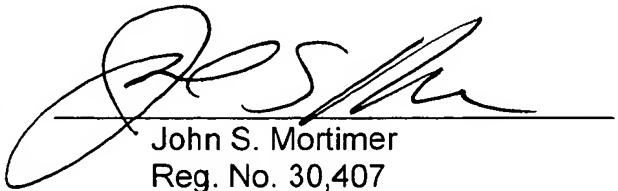
It was noted that the prior art does not teach or make obvious the inclusion of different types of information as now clearly set forth. Kalt discloses structure associated with traffic signs with information thereon that falls in the category of the "first type" of information. Turnpike relates to advertising material on both sides of signage. The prior art does not teach or make obvious utilization of existing signage that is conventionally provided on public right-of-ways, in a manner to take advantage of heretofore unused space to generate advertising revenue.

Reconsideration of the rejection of claims 1-22 and allowance of the case are requested.

Respectfully submitted,

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Dated: July 30, 2009

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